

## CLAIMS

1. A moulding for the securing of a fabric, tarpaulin or similar in a groove of a supporting structure, where this  
5 moulding includes a core (11) from which extend at least two elastically deformable wings (12), more or less parallel to each other and separate from each other, as well as elastically deformable reinforcing resources (20) positioned between the wings (12),

10 characterised in that the reinforcing resources (20) include at least one bowed spacer (21) extending between the two wings (12).

2. A moulding according to claim 1, characterised in that  
15 the core (11), the wings (12) and the bowed spacer (21) form a single-block assembly.

3. A moulding according to claim 2, characterised in that the spacer (21) connects the ends (15) of the wings (12)  
20 located away from the core (11).

4. A moulding according to the either of claims 1 to 3, characterised in that, firstly, the concave side of the bowed spacer (21) is oriented toward the core (11) and, secondly, the  
25 vertex (27) of the spacer lies more or less in the plane (P) defined by the ends (15) of the wings (12) or outside of plane (P) in relation to the core (11).

5. A moulding according to any of claims 1 to 3,  
30 characterised in that the concave side of the spacer (21) is oriented away from the core.

6. A moulding according to any of claims 1 to 5, characterised in that the spacer (21) is "V" shaped.

7. A moulding according to any of claims 1 to 6,  
5 characterised in that it includes end-stop resources (23) intended to limit the movements of the spacer (21).

8. A moulding according to claim 7, characterised in that the end-stop resources (23) include at least one rib (24)  
10 attached to the spacer (21) extending in the direction of the core (11).

9. A moulding according to claim 7 or 8, characterised in that the end-stop resources (23) include at least one rib (25,  
15 28), attached to the core (25), extending in the direction of the spacer (21).

10. A moulding according to any of claims 1 to 9, characterised in that each wing (12) has a convex securing  
20 shape (16), in the vicinity of its end (15) away from the core (11) and on its outer face.

11. A moulding according to any of claims 1 to 9, characterised in that the base (13) of each wing (12) is  
25 located at a distance from the nearest edge (14) of the core of the moulding (11).

12. A moulding according to any of claims 1 to 9, characterised in that the core (11) is more or less flat.

30

13. A decorative or advertising panel that includes :  
a support structure (3) which has at least one peripheral groove (4),

a rod (1) inserted into in the groove (4) in order to clamp within it a stretched fabric or tarpaulin (5),

characterised in that the rod (1) is composed of a moulding according to any of claims 1 to 12.